

Businessplan betboro

Who's betboro?

Webmedia Development N.V. is registered in Curacao under the License **No. 130645**, authorised and regulated by Curacao E-Gaming. The company holds the license from the government of Curacao for gambling.

Betboro was established as a brand name under Webmedia Development N.V. by the end of **2013**. Later in **2017**, the company expanded its activities in the United Kingdom by starting **Betboro.co.uk** licensed by the UK Gambling Commission for the provision of services to the United Kingdom under the Remote Operating License Number: **000-044181-R-324363-007**.

The main focus of the company is to provide and maintain entertainment via owned websites by offering a variety of online casino games, sportsbook and live casino.

Betboro succeeds by providing a different online betting service from its competitors. We are committed to delivering the most complete, up to date and accurate content to our customers coupled with a rapid response customer service. Besides by offering one of the most complete coverages of all major and minor sports leagues in the world we tend to gain users with different desires. We are committed to constant improvement and strive to offer the best service possible.

Our commitment to secure betting is second to none. We use one of the best technologies on all web pages that contain customer's personal information and the most advanced firewall protection and intrusion detection technologies. This ensures a safe platform for keeping your private information and transactions secure and fully protected. Our friendly customer service department is available seven days a week to answer questions.

We gained the edge in the market by doing a step by step plan and by implementing the right tools at the right time, we got where we are now. We started our marketing by hiring agents that could perform face to face marketing to convey our message to our potential users, later by adding more marketing channels we began to create our brand image in the market. By the rise of social media marketing, we hired a professional marketing team to get our names on top of the search engines and to have an impressive online presence on all the trending social media platforms.

During the last **5** years we have gathered more than **100,000** users worldwide and as the vision of the company represents, we aim for client satisfaction and with that mindset.

Management Team

We have a solid team comprised of experienced managers from different European and Asian countries with a vast experience in several regulated markets. We started this business because we believe we can provide a far better and more user-friendly online gaming experience for the players, compared to other rivals.

The management group handles the communication with the “outside” world, constantly seeking new potential opportunities and manage the teams at different hierarchical levels. The primary objective of the group is to persuade the underlying teams to be innovative.

Marketing Team

We have a dedicated marketing team based in London, currently promoting our fully regulated UK brand and help to establish the brand name in the UK market.

Our future plan has been conducted based on the market research done by our marketing experts and by studying the data and analysing our competitors in the UK market.

Our marketing team covers both online and offline marketing, with a wide range of services from PPC advertising on Google and Social Media Marketing. Our aim is to employ staff in Malta who are specifically involved in Maltese Law and can therefore work accordingly.

Risk Management Team

Fraud activities are an inseparable part of this business and having a secure platform is essential to keep the operation alive. Considering the number of fixed matches happening on a daily basis and the fraud gambling behavior, having a strong risk management team assists us to recognize these activities and take the required actions. We strongly believe in fair play as long as such activities are not observed in the system. We have also another strong team of experienced members within the Risk Management Department, which are already operating in UK and knowing the needs very well.

Support Team

The support team is the bridge of the company with our clients. The support team plays a vital role in gaining trust in the operation. This team consists of enthusiastic individuals with great communication and language skills. With great training programs, the team learns all the rules regarding the operations of the company and gambling terminology. This combination, results in great performance that makes us different from other competitors in the market. Quality of the service is the most important point for betboro and therefore we have specific training courses with the biggest outsourcing company within the iGaming industry in order to improve the services and the knowledge of our customer support agents which it will be up-to-date. In addition to external training, weekly individual meetings are also held to ensure that our support team can offer the best customer support.

IT and Security team

The core of our business is happening in the digital world, therefore, having a strong core helps a lot in getting ahead from the competitors. The IT team maintains the security of the website against DDoS attacks, integrating new deposit methods with high security measures for both client and company's favor and in general integrating new innovative features that they will keep Betboro one step ahead to the competition and additionally they will provide to the customers a unique gaming experience. Betboro is striving its best to constantly improve itself with the newest and most secured technology to offer the best possible service for its customers.

Accounting Team

With lots of transactions per day, an experienced accounting team helps us to recognize the fraudulent transactions and by being in direct contact with the risk management team, they keep the platform safe and decrease the risk for the company. The accounting team is very closely working with the Risk Management Team in order to prevent the company from every possible fraud activity.

Additionally, the Accounting Team is very well trained to recognize and block any Anti Money Laundering (AML) activities and to report them to the relevant authorities.

Responsible Gambling

We offer sports betting, casino games and games of skill as a form of ENTERTAINMENT.

We take our responsibility as an online gaming company, as well as towards our customers, very seriously.

It is very important to us that customers feel comfortable and have fun. We will always be at the service of our customers to provide them with a safe, interesting, fair and social service. We would like to give to our customers the feeling of being LIVE on the field and giving them on the same time the pleasure of betting on some interesting sport events across the globe. There is the possibility that certain measures will be taken should any suspicion of abuse occur. We provide our customers with the option to help them keep track of the event.

We already offer different options to players to have control over their gaming behavior, which can be done with the available RG Tools we have in place. There's also a section available related to Responsible Gambling only, where we inform the customer about the possibilities as well as providing them the independent organisations where they can seek help.

Licence

Betboro.com is operated by Webmedia Development N.V., a company registered in Curacao with the registration number 130645 and has its registered office and business address at Heelsumstraat51, E-commerce-Park, Vredenberg, Curaçao.

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Product Offering

We are offering several products in different formats and areas to attract users. With wide range coverage on sports, we are offering pre-game and in-play betting for more than 30 different sports in more than 90 countries. Under sports betting, we never fail to entertain the sports enthusiasts, even in times that there are no major live events that interests users, our virtual sports betting is always running in different types of sports, from virtual football to virtual car racing.

In addition to sports betting, we offer online casino with games integrated from top-level providers in the industry.

In order to bring more joy to the players, we offer most favorite casino games with live dealers via a live stream of casino tables, such as Roulette, Blackjack, Baccarat

Even if that is not enough for users to be interested in betting, we offer a great variety of peer to peer games such as poker and backgammon to bring life-like betting experience for the users.

We hold daily tournaments and with great advertising plans, we gain attention from our users by offering jackpot prizes for the tournaments in different occasions based on each geographical region.

In order to keep the platform safe and not being part of money laundering cases that unfortunately exist on our industry, we hold strict verification steps for our clients, that are monitored 24/7 from our accounting and risk management team. With that way, we have successfully established a clean and legal platform for users' entertainment requirements.

We have our services running on both mobile and desktop smoothly and in addition, we are in the process for offering android and iOS applications for sports betting, casino games and poker in three different apps that help the user to have easier access to our services and to increase the quality of user experience.

Social responsibility

Betboro is taking its Social responsibility very seriously. Gambling as joyful entertaining experience it is, it can turn out to be an addictive habit. As part of this business, we always strive to recognize such individuals and by the practices that our personnel have gone through, we are trying to help and redirect them to organizations that would assist them professional to quit gambling. We put society's health in prior to the company's profit.

The verification steps are inseparable from our operations and keeping the documents safe is our responsibility. We deal with the documents for verification purposes only and we are fully complying with the GDPR regulations. We do our best to keep the documents safe in our database and we make sure there is no leakage of users' information to the outer world. We attach great importance to data protection and privacy and also comply with the statutory data protection guidelines. Due to the fact that we can no longer guarantee this because of a regulator, but feel obliged to do so - we have decided to leave our previous licensor.

Mission and Vision

It has taken us many working hours and human power to reach the stage we are standing today, since the first day our mission has been to keep customer satisfaction as the first priority and all the actions have been aligned to that very important matter in different groups of operation. The mission affected the culture of the company and unlike most of the business in this market, for us, the client comes first for real.

With an idealistic team of managers, we seek to bring honest and fair play to the game and treat the clients as team members that hold this operation going on.

Our vision is to spread our culture for more users around the globe and we believe by bringing the outsourced services in-house we can have control over what users are facing and therefore bringing more joy to the game.

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